

Matrix positioning is based on offering more of these true inherent values

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Q. In your opinion, what is the state of security industry in India and what is the trend you see in the space?

The Security industry is in a growth stage. It is growing very rapidly with around 30% per year. New products and technology are dominating the market gradually from standalone solution to customized solutions. Customers are aware about the features available with the products and are enquiring about the solutions as per their requirements.

Q. Which market are you targeting?

We have presence in all the segments from small offices, shops, malls, hotels, showrooms, production houses, corporate offices etc. but now we are focusing more on medium enterprisers with offices at different cities in the state.

Q. What are the various security related products that you offer?

We offer Fire alarm system, CCTV, Access Control & Video door phone.

Q. What is the advantage of Matrix products vis-à-vis the competition?

Matrix is a SUBSTANCE brand. Substance is in the DNA of Matrix solutions. Substance in the form of

technology, depth, genuineness and going beyond the mere outer façade and offer more values in all the areas. This is what differentiates Matrix from the lot. Matrix solutions are packed with More. More productivity, more applications, more flexibility, more functions, more features, more cost saving, more reliability, and more support. Matrix positioning is based on offering more of these true inherent values which customers expect from infrastructure solutions.

Q. What is your marketing and channel strategy?

We have our customer database to whom we send mailers and at times do personal visits. Our satisfied customers are our main sales team. They give us repeat orders and references of new customers. We are also listed with Sulekha and we get regular inquiries. Our channels are also invited at regular intervals for making strategy plans for moving in different situations.

Q. What is your support strategy?

We have a very dedicated team of Service people who are associated with us for a long time. They are trained by our principals on various technical aspects of the product. We

have both in house and field support staff for backing our customers with both online and field support. We have a policy to visit our warranty and AMC customers once in two months period as a preventive call.

Q. What are the challenges that you are currently facing in India?

The challenge that we are facing currently is the availability of inferior products that are sold in the market at very low prices. These products score low on quality and performance. I must mention here that Indian products are well engineered and score over the cheap products available in market. The awareness for quality and well-engineered security products is low among the users. They succumb to low price value forgoing the long term deliverables and at times regret about their decision. At this juncture Matrix is there to help such customers with stable product and prompt service.

Q. What kind of plans & expectations do you have for this segment this year?

We are planning 40% growth for this segment this year and have made a comprehensive plan with our sales team and business manager for achieving the same. ■